



AutoSelection (GR)
Athens, Greece
www.autoselection.gr

Industry:

Automotive

Annual Revenue:

US\$4 million to US\$5 million

Employees:

2

Oracle Products & Services:

Oracle CRM On Demand
Oracle CRM On Demand Mobile
Sales Assistant

“We used to track our customers on many small pieces of paper and e-mail records. Now, we have an intuitive CRM system in which we can store customer records and track those relationships for long-term success. A sale that doesn’t complete today may return next month, and now we have the information right in the system instead of searching for scraps of paper.” – Pantelis Zirinis, Owner, AutoSelection (GR)

AutoSelection (GR) Improves Operational Efficiencies with Customer Relationship Management Solution

AutoSelection (GR) is a car dealership based in Athens, Greece, that has built its growing business around the sale of high-end, luxury sports cars to a loyal local customer base. AutoSelection’s owner and a single sales executive operate the business, not from a showroom, but from offices above a secure garage. Telephone and digital customer channels are critical to the company’s sales, reputation, and overall success.

Challenges

- Replace paper-based customer records and isolated e-mail histories with a comprehensive customer relationship management (CRM) system that integrates with the company’s mobile workforce tools
- Deploy a subscription-based software solution to avoid maintenance overhead and costly software license updates
- Introduce customer tracking, reporting, and statistical analysis
- Manage more complex sales and part-exchange transactions

Solution

- Deployed Oracle CRM On Demand, breaking down information silos and instilling proven best practices through intuitive sales, service, and contact processes
- Adopted a software-as-a-service model, delivering security, reliability, and regular updates, while eliminating in-house IT overheads and enabling greater focus on customer relationships and business objectives
- Benefitted from a free 30-day trial, allowing time to populate customer records and prepare for full deployment
- Tracked 100 customers per month, following up on an average of 30 sales leads and using dashboards and analytics to provide enhanced customer insight and historical analysis
- Customized application field configurations to accommodate multiple trade-in options and customer “wish lists”
- Very recently deployed Oracle CRM On Demand Mobile Sales Assistant to begin tighter unification with Microsoft Exchange Server and in-house communications systems
- Saved an estimated 50% in administration time over legacy system, freeing the owner and sales executive to focus on customer interactions and marketing initiatives